The qualified SAP Commerce Cloud B2B solution package for wholesale and manufacturing

Drive strong e-commerce growth with a smart integrated solution

The digital age – and with it the need to adopt a consumer-centric approach – presents new challenges for manufacturers and wholesalers. They are looking for ways to translate the traditional personal approach of sales representatives to a smart e-commerce solution where customers seamlessly find the best individual offers. What they need is a platform that acts as an extension of their personal communication with professional customers. With the qualified SAP Commerce Cloud B2B solution package, Elision offers wholesalers and manufacturers a chance to start with e-commerce within hundred days. World-renowned research company Gartner labeled SAP as a leader in digital commerce in 2018. So, expect no less than an unmatched e-commerce experience, a scalable online platform to support it with, backed by a fully integrated solution with complete, relevant product information and pricing.

A single solution including PIM, CMS, and Commerce

An e-commerce landscape made up of different solutions, with product information scattered all over the place: Many organizations use different platforms to showcase, support and sell their products online. They employ a Product Information Management system (PIM) from X, combine it with a Content Management System (CMS) from Y, and use commerce functionalities from Z.

With products in wholesale and manufacturing evolving fast, it's difficult to maintain consistent and complete product profiles with such a landscape, or to scale up when a product portfolio expands. Plus, with technology evolving by the hour, these e-commerce IT infrastructures are bound to become outdated fast. The answer? Opt for the convenience of a single cloud solution, like the SAP Commerce Cloud B2B solution package, that incorporates PIM, CMS and Commerce, and has the advantage of quarterly cloud-updates.

The qualified solution package offers a single commerce platform that not only supports flawless order processing, but also enables a substantial level of self-service. It's guaranteed to deliver wholesalers and manufacturers a strong e-commerce growth in the B2B market. The biggest benefit? It promises a full, cost effective and above all, fast implementation.
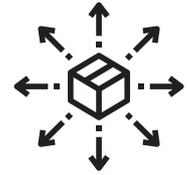
The lean and mean B2B Accelerator Approach

To ensure a swift, smooth and simplified digital transformation, Elision uses the B2B Accelerator Approach. The Accelerator is a ready-to-use solution based on templates that hold 90 percent of the needed functionalities for a B2B wholesaler or manufacturer. The remaining 10 percent of functionalities are unique and developed in dialogue with the customer. A solid method that already proved itself with clients such as The Straumann Group and Pontmeyer.

The Accelerator is not the only condition for a successful implementation. It's complemented by the 'lean and mean' approach of Elision itself. After a quick scan to see if both customer and solution package are compatible, Elision lays down a strategy and a roadmap to design and implement SAP Commerce Cloud, including PIM, CMS and Commerce. All the while making sure to involve all the important stakeholders in business and IT.

Using best practices, proven use cases and lessons learned from other projects, an agile team sets out to develop the solution in sprints. With this method, the team holds firm control over the process, but keeps room for improvements. Afterwards, Elision provides the customer with full documentation. All in all, the solution package assures wholesalers and manufacturers of a defined project with a minimalized risk.

The SAP Commerce Cloud B2B solution package

- A defined IT project with full implementation based on one roadmap which includes PIM, CMS, Commerce. The different components will continue to complement each other flawlessly throughout the entire deployment.
- The B2B Accelerator templates cover 90 percent of the most needed functionalities for wholesalers and manufacturers. The remaining 10 percent will be custom-built.
- A fully integrated solution – and therefore cost saving – within 100 days (with a standard implementation) with low risks and quick results ensured.
- The solution package starts at a price of 250,000 euros. A SAP software license is required.
- A generic master data model is included which allows to scale up and extend with additional markets, functionalities, and touchpoints.
- Hosting, 24/7 support, monitoring, and security comes with the package.

The benefits of a fully integrated commerce cloud solution

- A swift, smooth and simplified digital transformation in e-commerce with cloud technology.
- A future proof and flexible IT system with quarterly cloud updates that bring the latest PIM, CMS and Commerce functionalities.
- Predefined workflows allow you to efficiently bring a product to market, add media rich product data with little effort to boost conversion rates, and cluster complementing products for the purpose of cross- and upselling.
- The cloud component offers the possibility to easily scale up the number of products, requests, transactions, or labels, giving you the possibility to grow fast, even internationally. The solution supports different currencies.
- The package includes a self-service portal that guides customers through the solution independently.
- Transactional data are always readily visible in real-time.
- You can scale up and extend without difficulty and add functionalities like customer profiling and real-time segmentation to customize shopping experiences. SAP Commerce Cloud is part of the SAP Customer Experience family, that incorporates the latest technology in the field of sales, marketing automation and commerce.

About Elision

- Extensive knowledge of and single focus on SAP Customer Experience.
- Specialized in integration.
- Proven marketing and commerce experience.
- SAP certified partner center of expertise.
- Operational in the Benelux. There's always an Elision specialist nearby.

Read more about our expertise on high-end commerce and marketing (automation) solutions.
www.elision.eu

SAP® Qualified
Partner-Packaged Solution